

EDA / ARPA Programs Staff Recommendations

June 2, 2022

The following programs and proposed funding amounts are based on EDA feedback via a recent survey and EDO staff's anticipated capacity to implement the ARPA projects. Some of the projects are closer to being implementable vs. other projects that require more research.

The list below details the projects in the order of being most ready to be moved forward. Please also bear in mind that there is some flexibility in adjusting the reflected funding amounts based on further information that is obtained.

1. Parklets-- \$500,000 - \$600,000

Includes: Parklet furniture, landscaping, a project manager and delivery QR code program

Parklet Design/Build:

- Vendor TBD
- Located in public ROW only; we cannot obtain easements with ARPA dollars—more research to be done on locations
- Demonstration project to be undertaken first- possibilities:
 - Corner of Annandale/S. Washington, Howard Herman Park, S. Wash. Intermodal plaza, Park across Victory Comics, As part of City Hall Plaza project...

QR Code Program: (estimate \$50,000 per year)

- Users place food/beverage orders using QR codes on tables; orders then delivered to parklet through 3rd party delivery service
- City absorbs delivery fees; decreases the more restaurants participate
 - Ex. up to 10 restaurant= \$460 per restaurant/year
- Vendor: Xpress Orders – they will coordinate deliveries and assist with soliciting restaurant participation

2. Gift Card Program--\$100,000 through 2024

Match Criteria

The customer buys the gift card and the City matches with ARPA funds based on the criteria below.

- Buy a \$25 gift card and get matched with an additional \$10 loaded on the same card with City ARPA funds
- Buy a \$50 gift card and get matched with an additional \$25 loaded on the same card with City ARPA funds
- Buy a \$100 gift card and get matched with an additional \$50 loaded on the same card with City ARPA funds

Details

- An electronic gift card is purchased that can be used at multiple businesses (businesses that opt into the program)
- The City/ARPA match will be applied when the gift card is initially purchased
- For the merchant works like a debit card gift card.
- Yiftee will set up the purchasing landing page like [this one](#) with FAQs, participating locations, and how to purchase the gift card
- The gift card will then be emailed to the customer or gift recipient if the purchaser is giving the gift card as a gift
- Businesses sign up to participate through electronic form with the City.

- The business receives the funds when the gift card is used at their business and not when the gift card is purchased.

Primary criteria for City business eligibility in program

- Must demonstrate financial hardship due to COVID-19 health restrictions, such as a loss in revenue, difficulty hiring staff
- In good standing with the City of Falls Church (up to date on taxes, bills, etc)
- Has a business license in the City of Falls Church

Vendor – Yiftee: [Yiftee - Keep Local Dollars Local](#)

3. Restaurant Tenant Fit-out Reimbursement Program-\$300,000

Details TBD – Anticipated to be a reimbursement program only, somewhat similar to the Commercial Rehabilitation Real Estate Tax Abatement program: [Commercial Property Tax Abatement Program | Falls Church City EDO \(choosefallschurch.org\) to incentivize preferred uses](#). Restaurants are generally considered an ARPA “impacted industry” but applicants may also need to prove that they were impacted by COVID. And, to make this incentive really attractive, it would likely need to be offered at a level of \$25K or more. An alternative office tenant fit-out reimbursement suggestion has also been made via the EDA survey, but staff has doubts that we can make the “impacted by COVID” argument required for using ARPA funds for this purpose.

4. George Mason University Small Business Development Center up to \$90K (\$30k per year) for a la carte services listed below

Details: The following are proposed services that can be purchased a la carte from George Mason Small Businesses Development Center. Staff still investigating/negotiating and propose a focus on the following--

One-on-One Business Counseling Services, Marketing Outreach Services, Quarterly Reporting to support ARPA reporting/compliance, Business Workshops